

ORDER



Orders
Order / Rev: 705380
Alt Order #:
Product Desc: Pezone Flight 8/10-8/11,2012
Estimate:
Flight Dates: 08/10/12 - 08/11/12
Original Date / Rev: 08/08/12 / 08/13/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency
Name: Up Agency
Buying Contact:
Billing Contact:
 3370 N Hayden Road
 Scottsdale, AZ 85251

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Penzone, P/ D/ Sheriff
Demographic: A25-54
Product Codes: IS-Candidate/Local Misc
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/11/12	5	\$4,800.00	\$4,080.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$4,800.00	\$4,080.00	0.00
Totals	5	\$4,800.00	\$4,080.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	08/10/12	08/10/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1				\$125.00		0.00			
2	KPNX	08/10/12	08/10/12	M-F 530-6a 12 News Today	CM	530-6a	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1				\$175.00		0.00			
3	KPNX	08/11/12	08/11/12	Saturday Morning News 12 News Sat Today	CM	Various	-----S-	:30	1	\$200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$200.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KPNX	08/06/12-08/12/12	Saturday Morning News		Various	-----Sa--	:30		(\$200.00)		0.00	NM		
		Unresolved [Prgm Change]													
4	KPNX	08/11/12	08/11/12	Olympics Weekend 8-5p Olympics Weekend DT	CM	8-5p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$2,500.00		0.00			
5	KPNX	08/11/12	08/11/12	Olympics Zone Olympics Zone	CM	Olympics Zone	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		1				\$2,000.00		0.00			

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KPNX

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6	KPNX	08/11/12	08/11/12	SAT TDY	CM	Saturday Today	-----S-	:30	2	\$0.00	P-1	0.00	NM	1	\$0.00
NBC Today Show															
w/value 2x \$300 lur adjustment 7/19-7/20 flight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	2		\$0.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KPNX	08/06/12-08/12/12		SAT TDY	Saturday Today		-----Sa--	:30	(\$0.00)	0.00	NM				
Unresolved															
[NBC Spcl Rprt - spot did not air]															
													Totals	5	\$4,800.00
*Tax 1 Note: Tax 0.5%.															

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